



News Release

Sonic Corp. • 300 Johnny Bench Drive • Oklahoma City, Oklahoma 73104 • (405) 225-5000

FOR IMMEDIATE RELEASE

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Contact:

Rachel McKenney

(816) 423-6482

rmckenney@barkleyus.com

SONIC® Drive-In kicks off summer with Free Root Beer Floats

(OKLAHOMA CITY) – Summer is officially here and SONIC Drive-In is offering a great way for its customers to cool off as the temperatures rise. This Thursday, June 7, SONIC Drive-Ins will offer customers free Root Beer Floats between 8 p.m. and midnight. SONIC Drive-Ins plan to serve up more than 3 million free Root Beer Floats to customers coast to coast during this special event.

“One of SONIC’s core values is to surprise and delight our customers. Free Root Beer Floats offer us a great way to do just this by providing our customers an unexpected sweet treat to kick off summer,” said Todd Townsend, vice president and chief marketing officer-Sonic Industries Services Inc. “SONIC is the place to go this summer when you need something sweeter after dark.”



SONIC is stocked up on the delectable, sweet, cool and frothy treat to keep you cool all summer long. The Root Beer Float is a unique treat; you can have it old-fashioned style or blended – whipping the soft serve into the bubbly root beer for a smooth, delicious drink. And, at \$.99 during the month of June, the Classic Root Beer Float has an even sweeter price. The Root Beer Float is just one of 168,894 drink combinations at SONIC, Your Ultimate Drink StopSM.

This summer, SONIC is open until midnight or later and has a variety of ways to satisfy your sweet tooth, including SONIC Blast® Treats, Floats, Shakes, Malts, CreamSlush® Treats, Cream Pie Shakes, Banana Splits, Ice Cream Sundaes and Cones.

SONIC, America's Drive-In (NASDAQ/NM: SONC) started as a hamburger and root beer stand in 1953 in Shawnee, Okla., called Top Hat Drive-In, and then changed its name to SONIC in 1959. The first drive-in to adopt the SONIC name is still serving customers in Stillwater, Okla. As the nation's largest chain of drive-in restaurants, SONIC has more than 3,200 drive-ins coast to coast. More than a million customers eat at SONIC every day; and with more drink combinations than any other quick-service restaurant – 168,894 to be exact – SONIC is Your Ultimate Drink StopSM. For more information about Sonic Corp. and its subsidiaries, visit SONIC at www.sonicdrivein.com.

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